



Survey Center

The background of the cover is a photograph of a historic red brick building with a prominent clock tower. The building has multiple stories with arched windows and a grey roof. In the foreground, there are trees with bright yellow autumn foliage. The sky is blue with light clouds.

Granite State Poll Report PBM Accountability Project of New Hampshire September 2026

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The Survey Center
University of New Hampshire
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Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, web, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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Executive Summary

The University of New Hampshire Survey Center included three questions on its September 2026 Granite State Poll for the PBM Accountability Project of New Hampshire to better understand New Hampshire residents' opinions concerning healthcare and health insurance companies. One thousand, five hundred and forty-two (1,542) New Hampshire residents completed the survey online between September 17 and September 21, 2026. The margin of sampling error for the survey is +/- 2.5 percent.

The following figures display survey results, detailed tabular results may be found in Appendix A, and Appendix B contains the survey instrument. Due to rounding, percentages may not add to 100%.

Key Findings

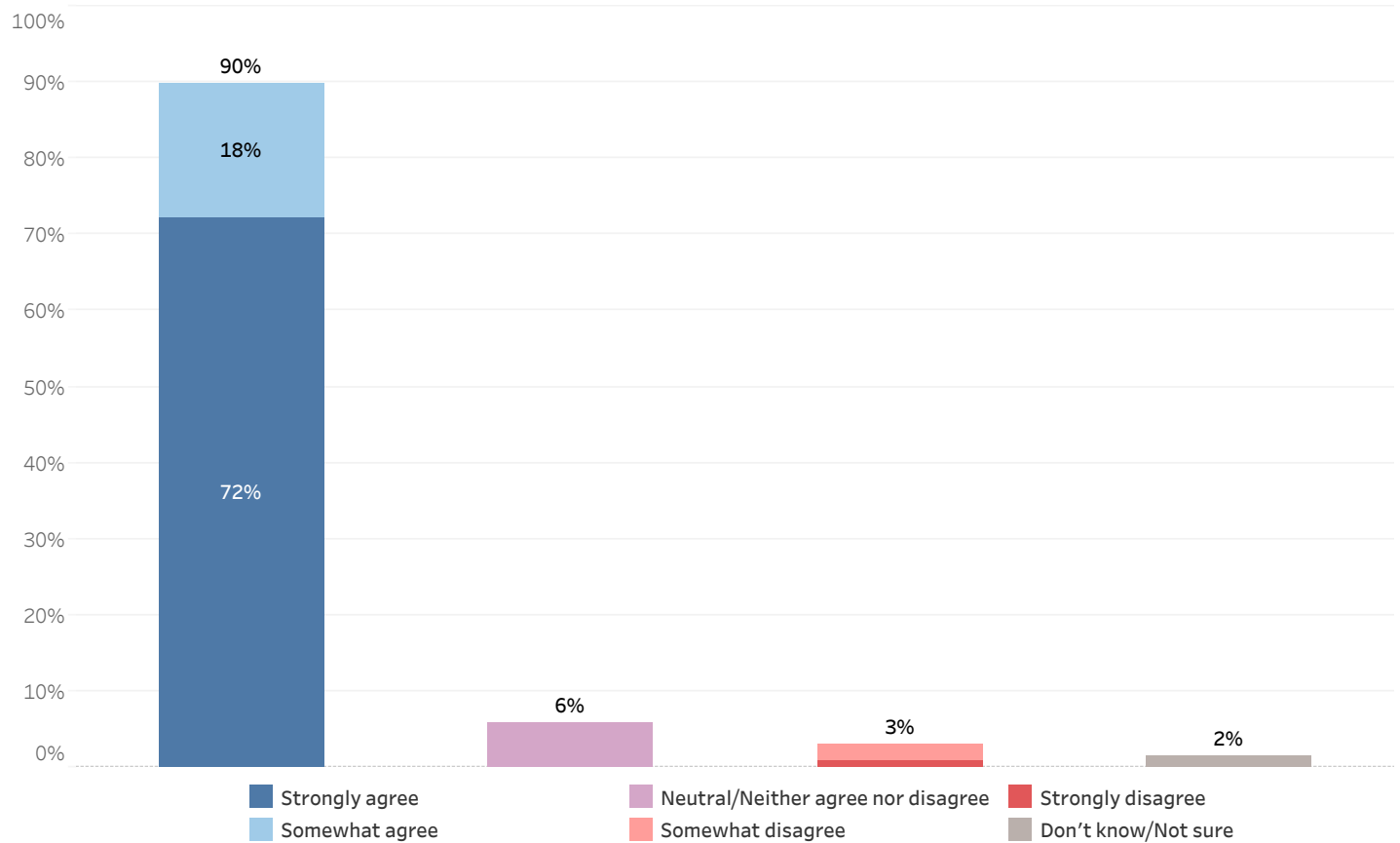
About nine in ten New Hampshire residents agree that when it comes to choosing the best treatment for a patient, health insurance companies have too much power over what providers can prescribe, that insurance companies prioritize their profits ahead of patients, creating barriers that can delay or restrict access to treatments prescribed by health care providers, and that Congress should do more to enact important health insurance reforms to bring down the cost of healthcare in the U.S.

Left-leaning Granite Staters and those who live in the Connecticut Valley or Seacoast tend to be slightly more likely to agree with these statements, while right-leaning state residents are slightly less likely to agree.

Survey Results

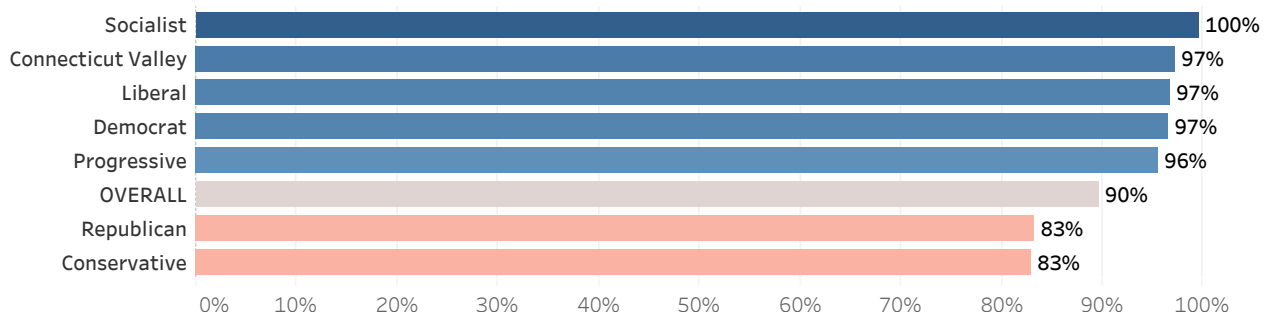
Ninety percent of New Hampshire residents strongly (72%) or somewhat (18%) agree that when it comes to choosing the best treatment for a patient, health insurance companies have too much power over what providers can prescribe. Only 3% somewhat (2%) or strongly (1%) disagree with this statement, 6% are neutral, and 2% don't know or are unsure.

Figure 1a: Please indicate below whether you agree or disagree with the following statements about health insurance or if you do not have an opinion - When it comes to choosing the best treatment for a patient, health insurance companies have too much power over what providers can prescribe - September 2026



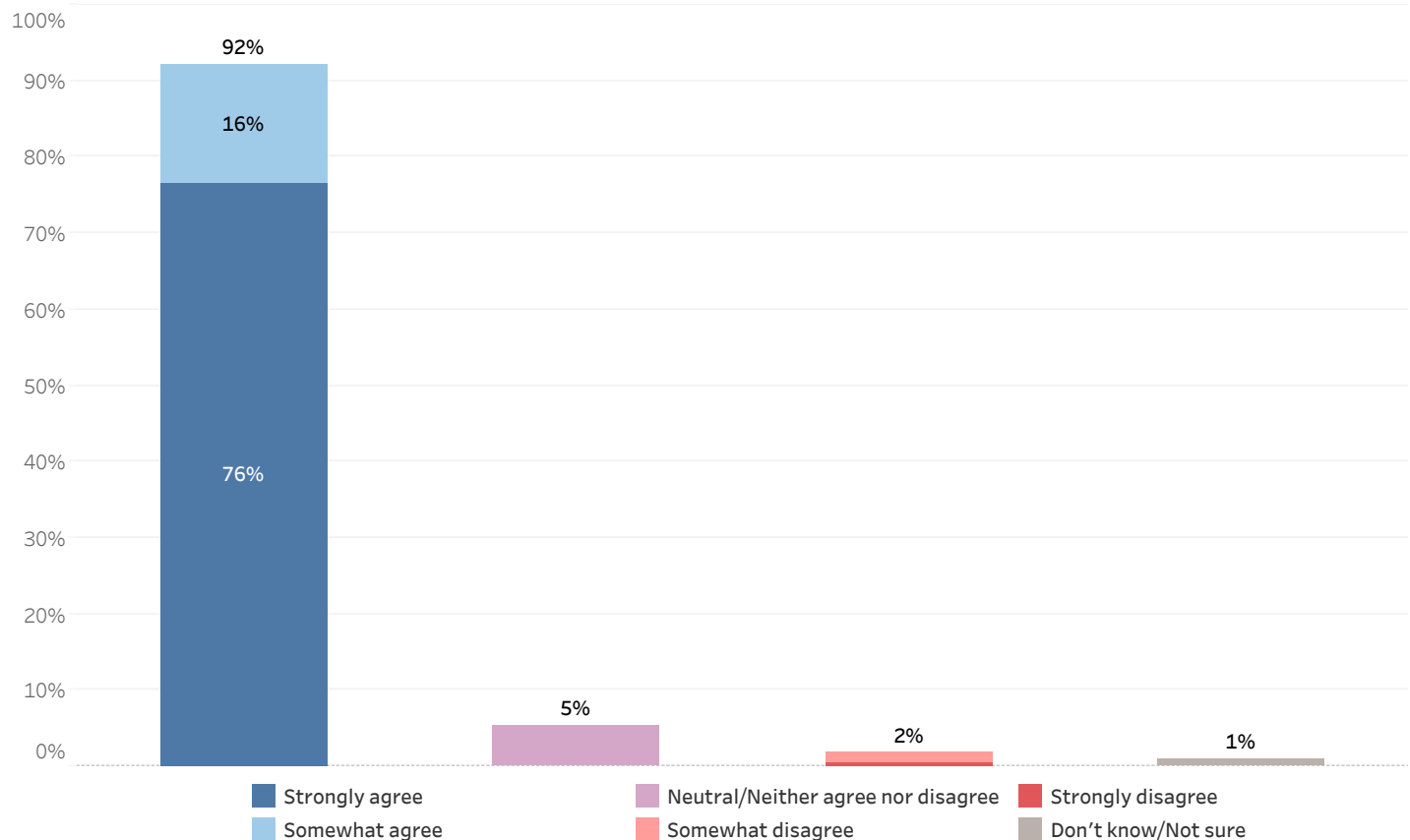
Self-described socialists, liberals, and progressives, Connecticut Valley residents, and self-identified Democrats are slightly more likely than others to agree that when it comes to choosing the best treatment for a patient, health insurance companies have too much power over what providers can prescribe. Self-described conservatives and self-identified Republicans are slightly less likely to agree.

Figure 1b: Agree or disagree when it comes to choosing the best treatment for a patient, health insurance companies have too much power over what providers can prescribe - September 2026 - By Demographics
Strongly or somewhat agree



Ninety-two percent of New Hampshire residents strongly (76%) or somewhat (16%) agree that insurance companies prioritize their profits ahead of patients, creating barriers that can delay or restrict access to treatments prescribed by health care providers. Only 2% somewhat (1%) or strongly (<1%) disagree with this statement, 5% are neutral, and 1% don't know or are unsure.

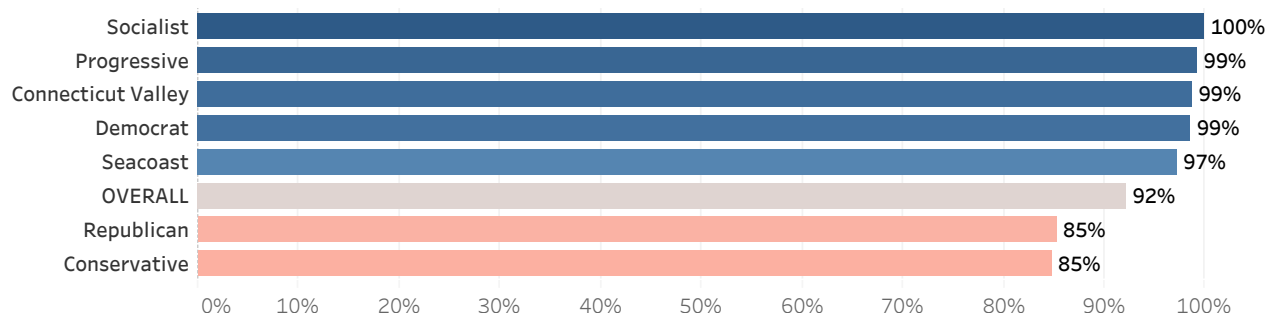
Figure 2a: Please indicate below whether you agree or disagree with the following statements about health insurance or if you do not have an opinion - Insurance companies prioritize their profits ahead of patients, creating barriers that can delay or restrict access to treatments prescribed by health care providers - September 2026



Self-described socialists and progressives, Connecticut Valley and Seacoast residents, and self-identified Democrats are slightly more likely than others to agree that insurance companies prioritize their profits ahead of patients, creating barriers that can delay or restrict access to treatments prescribed by health care providers. Self-described conservatives and self-identified Republicans are slightly less likely to agree.

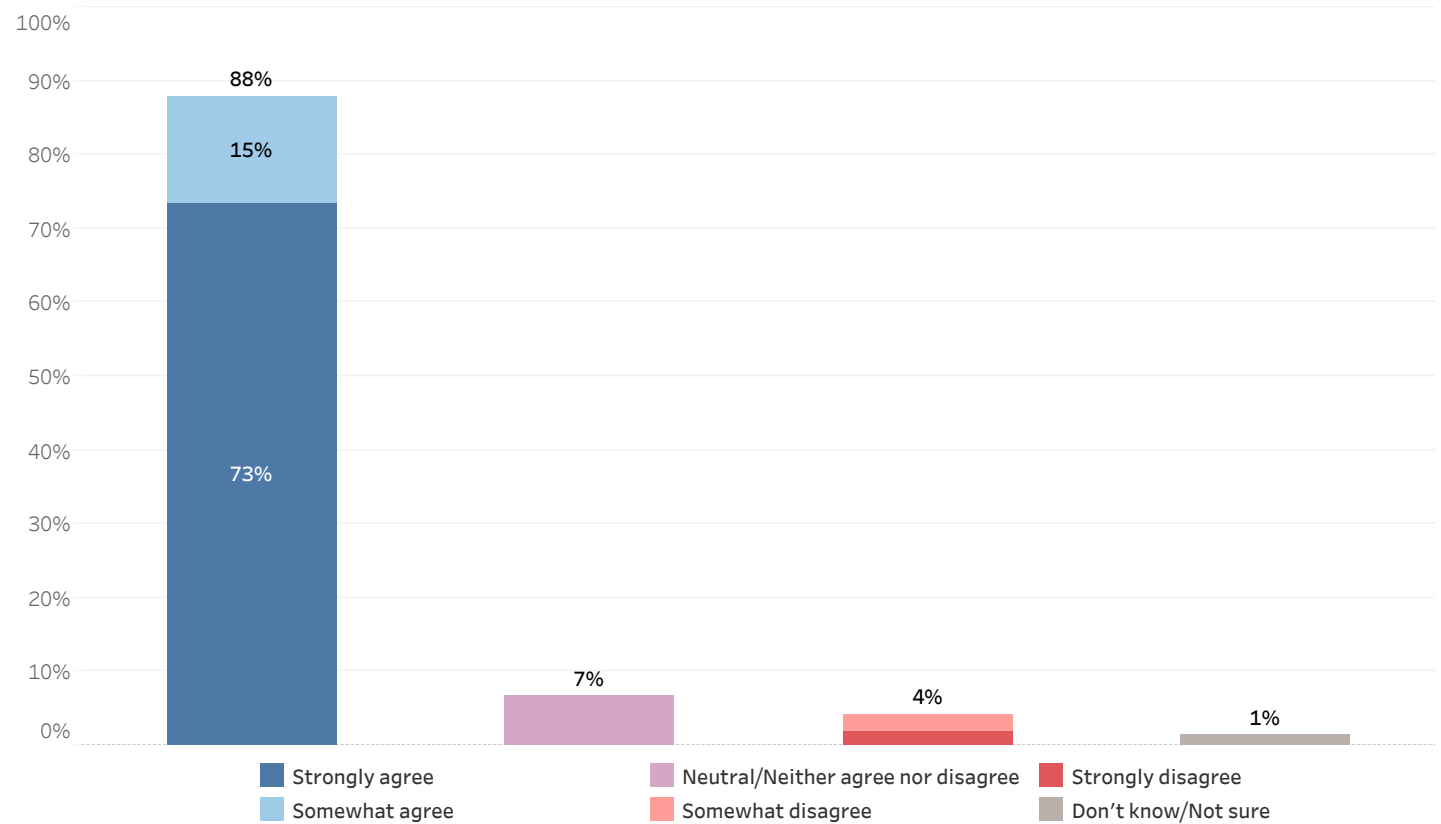
Figure 2b: Agree or disagree insurance companies prioritize their profits ahead of patients, creating barriers that can delay or restrict access to treatments prescribed by health care providers - September 2026 - By Demographics

Strongly or somewhat agree



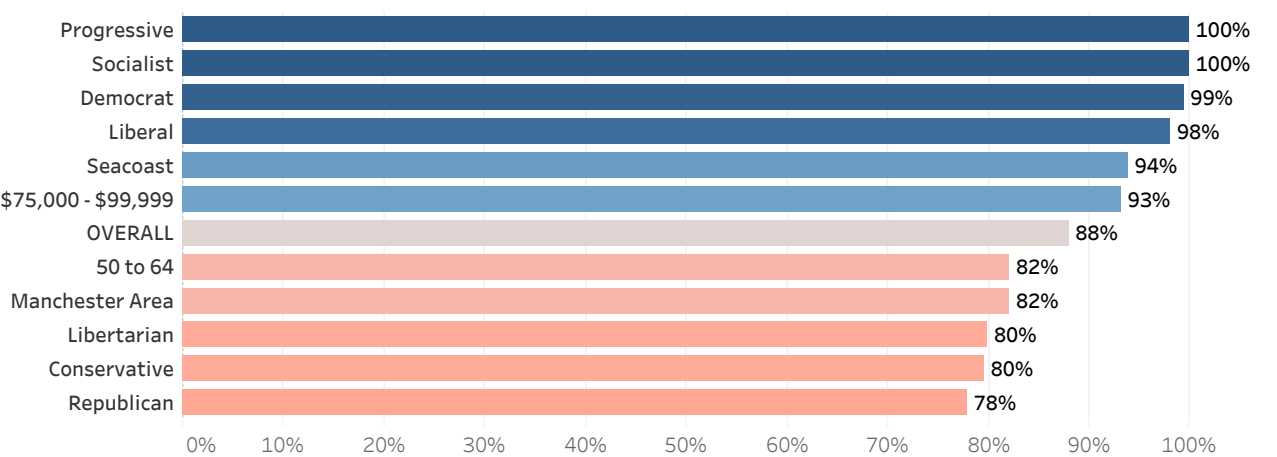
Eighty-eight percent of New Hampshire residents strongly (73%) or somewhat (15%) agree that Congress should do more to enact important health insurance reforms to bring down the cost of healthcare in the U.S. Only 4% somewhat (2%) or strongly (2%) disagree with this statement, 7% are neutral, and 1% don't know or are unsure.

Figure 3a: Please indicate below whether you agree or disagree with the following statements about health insurance or if you do not have an opinion - Congress should do more to enact important health insurance reforms to bring down the cost of healthcare in the U.S. - September 2026



Self-described progressives, socialists, and liberals, self-identified Democrats, Seacoast residents, and those with a household income between \$75,000 and \$99,999 are slightly more likely than others to agree that Congress should do more to enact important health insurance reforms to bring down the cost of healthcare in the U.S. Self-identified Republicans, self-described conservatives and libertarians, Manchester Area residents, and those aged 50 to 64 are slightly less likely to agree.

Figure 3b: Agree or disagree Congress should do more to enact important health insurance reforms to bring down the cost of healthcare in the U.S. - September 2026 - By Demographics
Strongly or somewhat agree



Technical Report

How the Sample Was Selected

The September 2026 Granite State Poll survey was a web-based survey of Granite State Panel members. The Granite State Panel is the New Hampshire panel within the States of Opinion Project. Panel members are recruited by calling a random sample of landlines and cellular telephones, texting a random sample of cellular telephones, or mailing a random sample of addresses in the state and inviting the recipient to take a short survey. At the conclusion of the survey, recipients were asked if they would like to participate in more surveys and provide an email address or cell phone number. Respondents under the age of 18, non-New Hampshire residents, and seasonal residents who are not registered to vote in New Hampshire were excluded from this survey and did not receive an invitation to join the panel. For each survey which they complete, panel members are entered into drawings to earn rewards, such as gift cards.

When Data Was Collected

An invitation email or text message was sent to Granite State Panel members on September 17th, 2026. Two reminders were sent to non-responders and the survey was completely closed on the morning of September 21st. One thousand, five hundred and forty-two (1,542) Granite State Panel members completed the survey. The response rate for the September 2026 Granite State Poll is 33%.

Weighting of Data

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the New Hampshire Secretary of State and to 2024 election results in New Hampshire. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

Sampling Error

The Granite State Poll, like all surveys, is subject to sampling error due to the fact that all residents in the area were not interviewed. For those questions asked of five hundred (500) or so respondents, the error is +/-4.4%. For those questions where fewer than 500 persons responded, the sampling error can be calculated as follows:

$$\text{Sampling Error} = \pm 1.96 \sqrt{\frac{P(1 - P)}{N}}$$

Where P is the percentage of responses in the answer category being evaluated and N is the total number of persons answering the particular question.

For example, suppose you had the following distribution of answers to the question, "Should the state spend more money on road repair even if that means higher taxes?" Assume 1,000 respondents answered the question as follows:

YES	47%
NO	48%
DON'T KNOW	5%

The sampling error for the "YES" percentage of 47% would be

$$\pm 1.96 \sqrt{\frac{47(53)}{1000}} = \pm 3.1\%$$

for the "NO" percentage of 48% it would be

$$\pm 1.96 \sqrt{\frac{48(52)}{1000}} = \pm 3.1\%$$

and for the "DON'T KNOW" percentage of 5% it would be

$$\pm 1.96 \sqrt{\frac{5(95)}{1000}} = \pm 1.4\%$$

In this case we would expect the true population figures to be within the following ranges:

YES	43.9% - 50.1% (i.e., 47% $\pm$ 3.1%)
NO	44.9% - 51.1% (i.e., 48% $\pm$ 3.1%)
DON'T KNOW	3.6% - 6.4% (i.e., 5% $\pm$ 1.4%)

The margin of sampling error for the September 2026 Granite State Poll is +/-2.5 percent.

Design Effect

These MSE's have not been adjusted for design effect. The design effect for the survey is 2.6%. To learn more about the Granite State Panel and the States of Opinion Project, please visit our website <https://cola.unh.edu/unh-survey-center/projects/states-opinion-project>. For more information about the methodology used in the Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.